R9375-5

1984
NATIONAL TRAVEL SURVEY
FULL YEAR REPORT

U.S. TRAVEL DATA CENTER
WASHINGTON, D.C.

PRICE: ONE HUNDRED DOLLARS

ISSN: 0737-2620

The United States Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

Robert E. Gall, Chairman

Dr. Douglas C. Frechtling, Director

©1985 United States Travel Data Center

ISSN: 0737-2620

EXECUTIVE SUMMARY

- Travel during 1984 declined four percent from the volume of travel recorded during the previous year.

- Americans took 528 million trips, a decline of two percent from the same period of 1983. Slightly smaller travel parties and fewer trips per person resulted in a four percent decline in total number of person-trips to 1.01 billion.

- Travelers spent nearly the same number of nights away from home during 1984 as they did last year, averaging 5.2 nights per trip. Round-trip distances increased from the previous year, averaging 830 miles.

- Travel for business/convention purposes, the only type of travel to increase during the year, grew seven percent over the 1983 level. Travel to visit friends and relatives was unchanged from the previous year, while travel for "other pleasure" purposes such as recreation, sightseeing, or entertainment fell 13 percent.

- The number of Americans traveling for vacation during 1984 was nearly the same as last year. However, these travelers took 690 million vacation person-trips, an increase of seven percent over the number of vacation person-trips recorded for 1983.

- Despite no growth in total person-trips, the number of air person-trips grew slightly from the previous year. On the other hand, travel using personal motor vehicles fell six percent below the level recorded during 1983.

- Once again The South was the number one destination choice of Americans during 1984, receiving 24 percent of all person-trips. It was also the chief attractor of inter-regional travel during the year, while the greatest number of inter-regional travelers came from the Great Lakes Country.

- Travelers represent an upscale segment of the general population. They are more likely to be younger, better educated, affluent and employed in white collar occupations than the U.S. adult population overall.

TABLE OF CONTENTS

	Page
Introduction	1
Guide to Using This Report	3
Background Factors for Travel During 1984	5
Overview of 1984 Travel Activity	9
Mode of Transportation	15
Purpose of Trip	20
Vacation Travel	24
Weekend Travel	28
Appendices	35
Appendix A: Tables of Results	A1
Appendix B: Glossary of Terms	B1
Appendix C: Survey Methodology	C1
Appendix D: Survey Questionnaire	D1
Appendix E: Sample Characteristics	E1
Appendix F: Sampling Error	F1

INTRODUCTION

In March 1979, the U.S. Travel Data Center began conducting a monthly National Travel Survey. Since that time, quarterly and annual summaries of results have been published regularly to provide Data Center members and other interested marketers and researchers with timely, consistent and relevant data on major trends in U.S. travel activity.

Travel activity in recent years has faced a plethora of challenges. Petroleum shortages, inflation, changing regulatory policies, and economic decline and recovery all influence the volume and pattern of U.S. travel activity. This and other reports from the Data Center's National Travel Survey contribute to a better understanding of changing travel markets.

This report summarizes U.S. travel volume and characteristics during 1984, based on data collected through the 1984 National Travel Survey.

GUIDE TO USING THIS REPORT

The first section of this report reviews factors related to U.S. travel activity during the year, specifically economic conditions, weather patterns and other situations, such as special events and travel-related strikes.

Next is an analysis of major travel patterns and trends which occurred during the year, compared to the same period of 1983. Separate discussions of a number of important U.S. travel markets are included. Throughout this analysis, lettered tables show characteristics of the average trip in a number of different categories. Figures showing monthly trends in various markets are also included.

Summary tables of the complete results of the 1984 National Travel Survey arranged by type of trip comprise Appendix A. These tables show the base number of trips and person-trips for each category and the percent distributions of these trips and person-trips by a number of trip and traveler characteristics. References appearing in parentheses are made in the analysis to these summary tables.

Following earlier National Travel Surveys, travel is measured by trips and person-trips. A "trip" is defined as travel to a place 100 miles or more away from home and return, whether or not an overnight stay is involved. Every time a respondent travels, either alone or with other members of the household, a trip is recorded. A "person-trip" is counted every time one person takes a trip. If the respondent travels with two other members of the household, one trip and three person-trips are counted. More detailed definitions of these and other terms used in this report are found in Appendix B: Glossary of Terms. Also located in the appendices are the following: Appendix C provides a description of the methodology used to conduct the survey, Appendix D is a copy of the survey questionnaire, Appendix E shows a summary of the sample characteristics for 1984, and Appendix F discusses sampling error.

This is the final report in a series of reports based on the 1984 National Travel Survey. Four quarterly reports covering travel during 1984 are also available from the U.S. Travel Data Center for $65.00 each, prepaid. Quarter and annual reports summarizing data from the 1979 to 1983 National Travel Surveys have also been published.

Members of the travel industry and other interested parties are invited to participate in the National Travel Survey program. The survey combines the low cost advantage of a syndicated study with the flexibility of custom research to provide subscribers with the best survey package the Data Center can offer.

In addition to receiving reliable monthly data on Americans' travel activity and intentions, subscribers are entitled to add 18 or more questions of their own selection at any time during the year and to use the existing data base to segment responses.

For a prospectus describing the National Travel Survey, contact Suzanne D. Cook, Assistant Director, U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036, (202) 293-1040.

BACKGROUND FACTORS FOR TRAVEL DURING 1984

Economic Developments

The slow but visible economic recovery that began in 1983 gained considerable momentum during 1984. Economic expansion for the year was the most rapid in the post-World War II period. However, two major problems faced the economy by the end of the year--the enormous federal budget deficit and a massive international trade deficit.

The first half of the year was characterized by increases in business investments in inventories, industrial production, consumer spending, and a decline in unemployment. However, growth during the third quarter of 1984 slowed sharply from the fast pace set in the first half of the year, moderating growth during the second half of the year.

The vigorous U. S. economy contributed to the sharp appreciation of the dollar. The large budget deficit and increasing credit demands of private households and business kept nominal interest rates high. By the third quarter, rising interest rates, tempered business investments, and the leveling of consumer spending caused a slowdown in the economy.

Despite the third quarter doldrum, the year ended with the economy strengthening in every sector except corporate profits. It is evident from Table A below that sizable domestic invest-

Table A: Overall U.S. Economic Developments, 1984 and 1983
(Percent change from previous year)

	1984	1983
Dollar GNP	10.8%	7.7%
Real GNP (1972)	6.8	3.7
Personal income	9.8	6.2
Payroll employment	4.5	0.6
Industrial production	10.6	6.5
Real gross private domestic investment	31.2	13.7
Corporate profits after tax	14.8	21.6
Real personal consumption expenditures (1972)	5.3	4.8
Durable goods	13.1	11.8
Nondurable goods and services	3.8	3.0
Consumer price index	4.3	3.2
Travel price index	4.5	3.4

ments, increased production, strong employment growth, sharply rising real gross national product, and rising income attributed to the economic upward swing for 1984.

Dollar GNP rose nearly 11 percent over 1983, while real GNP grew seven percent. A positive aspect of the strong dollar was its contribution to encouraging producers to enhance productivity. Industrial production rose at the same rate as dollar GNP. The largest gain in production was made in durable manufactures.

Employment increased steadily during the year, with only two monthly declines. By the end of the year, 4.0 million more Americans were employed in jobs than the previous year.

Personal income rose almost ten percent over 1983 enhancing personal consumption expenditures, which grew five percent. The largest portion of the increase was attributable to spending on durable goods, which grew 13 percent over the previous year, compared to the nearly four percent increase in expenditures on nondurable goods and services.

Another positive aspect of the strength of the dollar was a relatively low rate of inflation. Consumer prices maintained moderate rates of increases throughout the year, rising four percent above 1983. Travel prices grew at about the same rate as comsumer prices.

Consumers' perceptions of employment, business conditions, and their general economic welfare, as measured by the Conference Board's Consumer Confidence Index, were more optimistic during the second quarter than at any other time during the year. By December, however, consumers' spirits had sagged to the lowest level for the year. But, overall, consumers were more optimistic this year than last year.

Despite economic prosperity, leary Americans continued to purchase durables such as automobiles, home furnishings, and appliances, diverting discretionary dollars from travel.

Weather Conditions

The second major cold wave of the winter season hit most of the U.S. in mid-January of 1984. By February, normal temperatures prevailed over most of the nation. In March, temperatures were cooler than normal and the northeast was buried under snow.

Consumer Attitudes and Buying Plans, The Conference Board, January - December, 1984.

Weather Conditions - Continued

During the second quarter, tornadoes devastated The South region in April. By May, most of the nation experienced near normal average temperatures. However, severe weather dominated much of the southwest during the earlier part of the month, and dryness persisted in the Hawaiian Islands and the west, causing fires in Southern California.

For July, below normal temperatures prevailed over much of the east and south. By August, most of the Far West region experienced below normal precipitation, although the south west was hit with flash floods. September produced normal temperatures over most of the nation and Hurricane Diana brought heavy rains and high winds to North and South Carolina.

Most of the Eastern Gateway, George Washington Country, and The South regions experienced temperatures warmer than normal during the month of October. A Thanksgiving Day storm caused extensive damages in Alaska, while rain drenched states in The South region. December was much milder than its 1983 counterpart. Business at winter resorts was threatened as extremely warm temperatures caused snow to melt.

Special Events

It is also necessary to consider special events which occurred during the year, such as the Louisiana World Exposition, or special situations, such as the enormous trade deficit, in assessing the evironment in which travel activity occurs during a particular period of time.

The major economic events which may have had an impact on travel included OPEC's agreement to cut oil output in an attempt to stop falling prices for crude oil. The Civil Aeronautics Board, after 46 years of operation, was officially dissolved on December 31, 1984. Ronald Reagan was reelected to a second term.

Two major travel events highlighted 1984. The 1984 Louisiana World Exposition opened on May 12 and closed on November 11. The theme for the Expo was "The World of Rivers: Fresh Water as a Source of Life". Los Angeles, California, hosted the 23rd Olympiad, which began on July 28 and ended on August 12.

OVERVIEW OF 1984 TRAVEL ACTIVITY

For the third consecutive year, travel by U. S. residents did not grow from the previous year.

Figure 1 shows that travel, compared to 1983 was weak during much of the year. With the exception of May and October, the level of travel did not exceed the 1983 counterpart.

By the end of 1984, 69 percent of all U.S. adults had taken one or more trips to places 100 miles or more away from home, four percentage points more than in 1983. On the average, 41 million U.S. adults traveled during each month of the year. Although the number of adults taking one or more trips during the year was unchanged from last year, the number of trips per person and the average travel party size declined, resulting in a decline in overall travel volume from 1983 (Tables 1A and 1B).

In 1984, Americans took a total of 528 million trips, two percent fewer than in 1983, and 1.01 billion person-trips, a decline of four percent from the previous year (Table 1B).

While travel parties were slightly smaller, 1983 travel activity was longer in trip distance and duration than in 1983, as indicated in the table below (Tables 1C and 1D).

Table B: Characteristics of the Average Person-trip, 1984 and 1983

	1984	1983
Persons per trip	1.92	1.96
Miles/person-trip*	830	800
Nights/person-trip	5.2	5.1

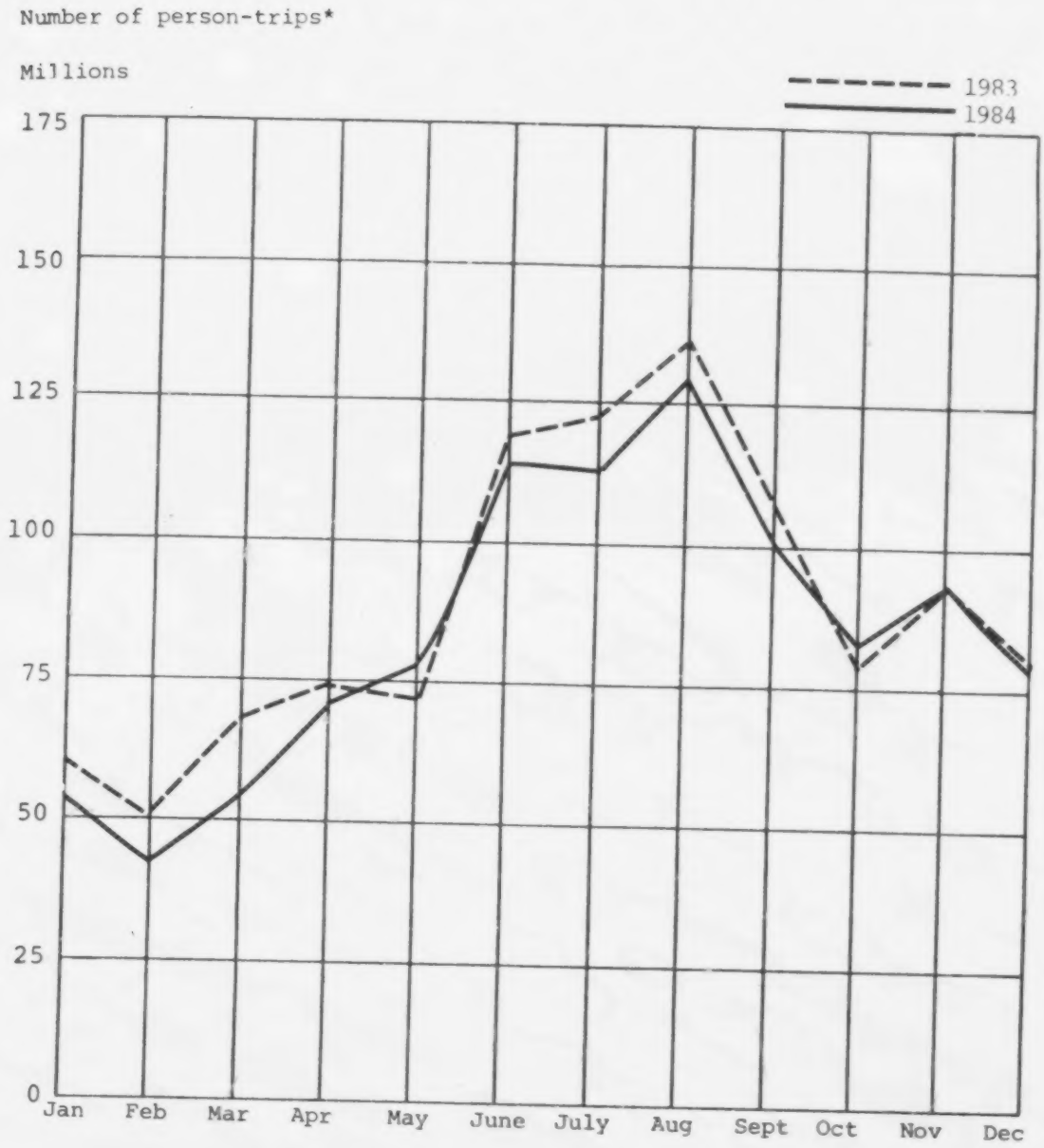
*Round-trip distance for domestic travel only.

While Americans took fewer trips away from home, they lengthened these trips in both distance and duration to keep total person-nights away from home from falling more than three percent and total person-miles from falling more than one percent (Table 1C and 1D).

The number of Americans traveling by air and the number of trips they took was almost unchanged from 1983. On the other hand, the number of Americans who traveled by personal motor vehicles fell six percent, causing an equal percent decline in auto/truck/RV person-trips. However, the auto/truck/RV sector still maintained more than a three-fourths share of the total

FIGURE 1

TOTAL TRAVEL DOWN 4% IN 1984



*A person-trip is one U.S. resident taking a trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

travel market, while airlines carried 17 percent of all 1984 travelers (Table 1C).

Americans spent longer durations away from home in 1984, however, the types of overnight accommodations used were very similar to the previous year. Travelers staying in commercial lodging facilities accounted for 40 percent of the total, reflecting recovery in this sector. A larger proportion, however, as usual, stayed in the homes of friends and relatives. Six percent of all person-trips involved nights spent in owned or rented condominiums, cabins or vacation homes, and an additional five percent camped or stayed in recreational vehicles (Table 1D).

Travel for all purposes, except business/convention, declined this year when compared to the levels recorded in 1983. The level of travel for business/convention purposes grew seven percent, while total pleasure travel declined seven percent (Table 1B).

Visits to friends and relatives remained at nearly the same level as in 1983 and comprised 38 percent of total travel. On the other hand, travel for "other pleasure", defined in the survey as travel for outdoor recreation, sightseeing or entertainment, fell 13 percent, and accounted for a slightly smaller percent of all person-trips (Table 1E).

Americans took 690 million vacation person-trips during 1984, seven percent more than one year before. In addition, vacation travel accounted for 68 percent of all travel, seven percentage points more than in 1983. The incidence of weekend travel declined, as the number of weekend person-trips fell ten percent.

The demand for travel-related services in 1984 was nearly the same as during the previous year. Eleven percent of all travelers during the year consulted a travel agent, but only eight percent reported using the agent to make reservations. Use of rental cars and package tours accounted for seven percent and six percent of total person-trips, respectively (Table 1F).

The South continued to be the number one choice as a travel destination and garnered 24 percent of total person-trips during 1984, one percentage point more than year before. The Great Lakes Country region, the second most popular destination region, also increased in percent share of travel. Overall, the Eastern Gateway and Great Lakes Country regions were the only regions to report growth in the number of person-trips from 1983 (Table 1I).

The Great Lakes Country region (24 percent) and The South (20 percent) were the two regions generating the greatest number of travelers in 1984. However, the Great Lakes Country region was the only region to produce an increase in travel during 1984 over 1983 (Table 1J).

Travel flows between regions are also of interest when examining travel during the year. Table C shows the percentage of travel from each region as an origin to each region as a destination, while Table D shows the percentage of travel to each region as a destination from each region as an origin.

These tables show the extent of intra-regional travel in the United States and the degree to which it exists within each region. For example, residents of the Eastern Gateway region were least likely to travel within their region again in 1984. Less than 30 percent of all person-trips from the region were taken within the Eastern Gateway region. This dramatically contrasts with residents of the Far West region who took 74 percent of their person-trips within the states which make up the region.

The results tend to suggest that the variation which exists among regions is related in part to the size and number of states which comprise each of the eight travel regions*, with geographically larger regions showing a higher incidence of intra-regional travel than the smaller ones.

The same pattern is evident when looking at regions as destinations, as shown in Table D. The Great Lakes Country and the Far West have the greatest proportion of residents traveling within the region of residence. Again, the Eastern Gateway has the fewest number of residents that travel to destinations within the region.

Net flows within the travel regions can be examined if intra-regional travel is excluded. A plus figure in Table E below indicates that a region attracts more visitors from other regions than it generates. Conversely, a minus indicates that the region generates more visitors to other parts of the country than it attracts.

Table E reveals that The South is the number one attractor of travel with almost 43 million more inter-regional person-trips received than generated. The Far West region was the only other region to show an inflow of travelers greater than the outflow.

It is also evident from Table E that the chief producer of inter-regional travel is the Great Lakes Country region which generated 67 million more person-trips than it received, 12 million more than in 1983.

The survey also indicates whether cities or rural areas within the U.S. are most popular as destinations, and which produce the greatest volume of travel. These proportions changed little from 1983. As destinations, rural areas were preferred somewhat more than city environments, hosting 35 percent of total

*See Appendix B

Table C

1984 Travel Flows by Region of Residence
(Percent of total person-trips)

Destination Region	Region of Residence: New England	Eastern Gateway	George Washington Country	The South	Great Lakes Country	Mountain West	Frontier West	Far West
New England	39%	11%	5%	1%	1%	*%	1%	*%
Eastern Gateway	26	29	13	5	4	*	2	1
George Washington Country	10	18	33	6	4	1	2	2
The South	11	19	24	68	16	4	10	1
Great Lakes Country	4	4	13	6	56	8	5	2
Mountain West	*	2	*	1	3	49	5	7
Frontier West	*	2	2	7	6	19	58	6
Far West	4	4	5	2	2	16	11	74
Outside U.S.	6	11	5	4	8	3	6	7
Total	100%	100%	100%	100%	100%	100%	100%	100%

Note: Details may not add to 100 percent due to rounding.
Source: U.S. Travel Data Center
* Less than 0.5 percent.

Table D

1984 Travel Flows by Region of Destination
(Percent of total person-trips)

Origin Region	Region of Destination: New England	Eastern Gateway	George Washington Country	The South	Great Lakes Country	Mountain West	Frontier West	Far West	Outside U.S.
New England	45%	15%	5%	2%	1%	*%	*%	1%	7%
Eastern Gateway	27	35	20	7	2	3	1	2	12
George Washington Country	14	17	38	10	7	*	1	2	5
The South	5	13	17	56	6	2	10	3	11
Great Lakes Country	5	14	13	16	75	16	10	5	24
Mountain West	*	*	*	1	2	48	7	6	2
Frontier West	3	4	4	7	5	15	65	12	20
Far West	1	2	3	1	2	16	6	69	19
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Details may not add to 100 percent due to rounding.
Source: U.S. Travel Data Center
* Less than 0.5 percent.

person-trips. As origins, large cities ranked first with 45 percent, while rural areas generated the fewest number of person-trips, 20 percent (Table 1K).

Table E: Number of Inter-regional Person-trips Received and Originated, and Destination Net Flow, 1984

Region	Received (Millions)	Originated (Millions)	Destination Net Inflow (Millions)
New England	19.2	25.7	-6.5
Eastern Gateway	49.2	61.2	-12.0
George Washington Country	51.4	64.2	-12.8
The South	105.7	62.9	+42.8
Great Lakes Country	42.6	109.8	-67.2
Mountain West	21.8	29.8	-8.0
Frontier West	51.3	67.8	-16.5
Far West	46.7	33.2	+13.5

Demographic Profile of Travelers

Americans who travel represent an upscale segment of the general population, as indicated in Table F. American travelers tend to be younger, better educated, more affluent and more likely to be employed in white collar occupations than the U.S. adult population overall.

In terms of marital status and household composition, however, travelers are less distinguishable from the general population. Nevertheless, travelers do report a greater percentage of multiple wage earners in the household and possession of one or more major credit cards.

Travelers from the eight travel regions are proportionally similar to the distribution of the population in each region. However, the concentration of cities and attractions in the northeast, which are frequently less than 100 miles away for many visitors, may account for the smaller share of travelers from the New England, Eastern Gateway and George Washington Country regions.

Mode of Transportation

Americans travel far more by personal motor vehicle than by any other type of transportation. The number of auto/truck/RV

Table F
Demographic Characteristics of Adult Population
and Travelers, 1984

	Total Population	Total Travelers
INDIVIDUAL CHARACTERISTICS*		
Male	48%	53%
Female	52	47
Married	62	65
Single/never married	21	22
18-24 years	15	14
25-44 years	42	47
45-64 years	27	29
65 years and over	17	10
College complete or more	23	38
Graduate work	8	15
Total white collar	37	50
Professional/managerial	12	19
Blue collar	16	16
HOUSEHOLD CHARACTERISTICS*		
Two persons or less	51	51
Three persons or more	47	49
Children in household	37	36
Two or more wage earners	42	48
Own home	67	72
$30,000 or more annual family income	33	48
$40,000 or more annual family income	18	29
Own major credit cards	59	74
REGION OF RESIDENCE		
New England	6	4
Eastern Gateway	10	8
George Washington Country	11	9
The South	21	20
Great Lakes Country	21	23
Mountain West	4	5
Frontier West	14	16
Far West	12	14

* Adjusted for non-response.

person-trips comprised 78 percent of all person-trips, virtually the same percent as in 1983. In all, travelers reported 381 million trips by these modes during this period and 794 million auto/truck/RV person-trips, four and six percent less than the previous year, respectively (Tables 1B and 1C).

Airlines are the second most favored means of travel and during 1984 travel by air comprised 17 percent of all 1984 person-trips compared to 16 percent one year before. Americans took 119 million trips and 175 million person-trips by air during the year (Tables 1B and 1C).

The major differences between the characteristics of auto/-truck/RV trips and air trips are evident in Table G below. Auto/-truck/RV travel parties are significantly larger than air travel parties. However, both the distance traveled and the trip duration are substantially longer for travel by air (Tables 2A, 2B, 3A and 3B).

Table G: Characteristics of the Average Auto/Truck/RV and Air Person-trip, 1984 and 1983

	Auto/Truck/RV		Air	
	1984	1983	1984	1983
Persons per trip	2.08	2.12	1.47	1.50
Miles/person-trip	620	620	1,790	1,870
Nights/person-trip	4.7	4.0	7.9	7.8

*Round-trip distance for domestic travel only.

The chart also indicates that the trend toward longer durations continued among both air and auto/truck/RV travelers, as with overall travel. However, the average distance traveled by personal motor vehicles was unchanged from the previous year, while the average distance traveled by air declined (Tables 2A, 2B, 3A, and 3B).

The type of trip is also related to the type of transportation most likely to be used. Business/convention travelers comprised a larger proportion of air travel than personal motor vehicle travel. Those on business reported 42 percent of air trips and 34 percent of air person-trips in 1984. Pleasure travelers comprised 77 percent and 59 percent of the auto/truck/RV and air travel markets, respectively (Tables 2C and 3C).

Additionally, air travelers were much more likely to stay in commercial lodging facilities (55 percent), than auto/truck/RV travelers (37 percent), who generally preferred to stay with friends and relatives (46 percent) (Tables 2B and 3B).

Auto/truck/RV travel parties are larger than travel parties overall, and larger than for most other types of travel. The size of the travel party is, of course, affected by the number of children included. During 1984, 43 percent of all auto/truck/RV travel included children, nearly the same percentage as in 1983 (Table 3E).

Air travel parties are, on the other hand, generally smaller than average. With 1.5 persons per trip, they are smaller than those traveling by other modes. In 1984, the proportion of air travel including children was 22 percent (Table 2E).

Travel destinations also tend to differ depending upon the type of transportation used, but remained fairly stable in the year to year comparison. The majority of travelers using personal motor vehicles visited The South (25 percent) while the greatest percentage of air travelers preferred the Far West Region (20 percent). Additionally, 16 percent of all air travel was destined to places outside the U.S. compared to four percent for personal motor vehicle person-trips (Tables 2G and 3G).

By area, large cities were visited by 43 percent of all air travelers, while only 14 percent traveled to rural areas. These rural parts of the country were predominately visited by personal motor vehicle travelers (Tables 2I and 3I).

In terms of generating travel, the Great Lakes Country and Frontier West regions originated the greatest number of air travelers. The Great Lakes Country also generated the greatest volume of auto/truck/RV travel, 26 percent, followed by The South with 20 percent. By type of area, over half of all air and 41 percent of auto/truck/RV travel originated in large cities (Tables 2H, 2I, 3H and 3I).

Demographics of Auto/Truck/RV and Air Travelers

From the characteristics listed in Table H, it is clear that air travelers are significantly more upscale than those traveling by personal motor vehicle. Air travelers are generally better educated, more likely to hold professional/managerial positions, more affluent,but are less likely to be married and have children than other travelers.

Residents of the Great Lakes Country and The South regions show a somewhat greater propensity to travel by personal motor vehicles than the U.S. average, but both these regions report a lower than average tendency to travel by air. The Eastern Gateway and George Washington Country regions, while comprising 21 percent of the U.S. population, only report 17 percent of the travel by auto/truck/RV. The Far West produces a greater percentage of air travelers than its share of the population.

Table H
Demographic Characteristics of Auto/Truck/RV and Air Travelers, 1984

	Total Travelers	Auto Truck/RV Travelers	Air Travelers
INDIVIDUAL CHARACTERISTICS*			
Male	53%	52%	54%
Female	47	48	46
Married	65	69	56
Single/never married	22	20	25
18-24 years	14	14	11
25-44 years	47	48	47
45-64 years	29	28	30
65 years and over	10	10	12
College complete or more	38	34	52
Graduate work	15	13	21
Total white collar	50	47	59
Professional/managerial	19	17	24
Blue collar	16	17	11
HOUSEHOLD CHARACTERISTICS*			
Two persons or less	51	48	60
Three persons or more	49	51	39
Children in household	36	39	29
Two or more wage earners	48	49	44
Own home	72	73	68
$30,000 or more annual family income	48	45	60
$40,000 or more annual family income	29	25	44
Own major credit cards	74	72	82
REGION OF RESIDENCE			
New England	4	4	6
Eastern Gateway	8	7	12
George Washington Country	9	10	9
The South	20	21	15
Great Lakes Country	23	25	20
Mountain West	5	5	5
Frontier West	16	15	17
Far West	14	13	15

* Adjusted for response.

Purpose of Trip

The National Travel Survey collects data on trips taken for a variety of reasons. For this analysis, pleasure travel, defined as trips taken to visit friends and relatives, or for outdoor recreation, sightseeing and entertainment is contrasted with business/convention travel.

Seventy-three percent of all 1984 travel was taken for pleasure purposes, one percentage point less than the previous year. The number of person-trips taken to visit friends and relatives was unchanged from last year, while "other pleasure" person-trips declined 13 percent, producing a total of 351 million trips and 734 million person-trips taken for pleasure purposes during 1984 (Tables 1A and 1B).

Figure 2 shows that pleasure travel was weak during most of the year, peaking over 1983 levels only during April, June, and November.

Business/convention travel grew seven percent during 1983. A total of 115 million trips and 156 million person-trips were taken for business/convention purposes, generated by a monthly average of 7.3 million American adults. This represents 15 percent of all resident travel (Tables 1A, 1B and 1E).

Unlike pleasure travel, business travel was weak during the first half of the year with the exception of May. But the second half of the year witnessed generally strong growth in this type of travel. Figure 3 shows the volume of business/convention travel by month for 1984 and 1983 and quite clearly shows its erratic nature.

Pleasure travel and business/convention travel understandably differ in many ways. Table I shows that business/convention travel parties are substantially smaller than pleasure travel parties, and are similar to air travel parties. It is also evident from the table that pleasure travel involves longer durations, but shorter distances than business travel (Tables 4A, 4B, 5A and 5B).

Table I: Characteristics of the Average Pleasure and Business/Convention Person-trip, 1984 and 1983

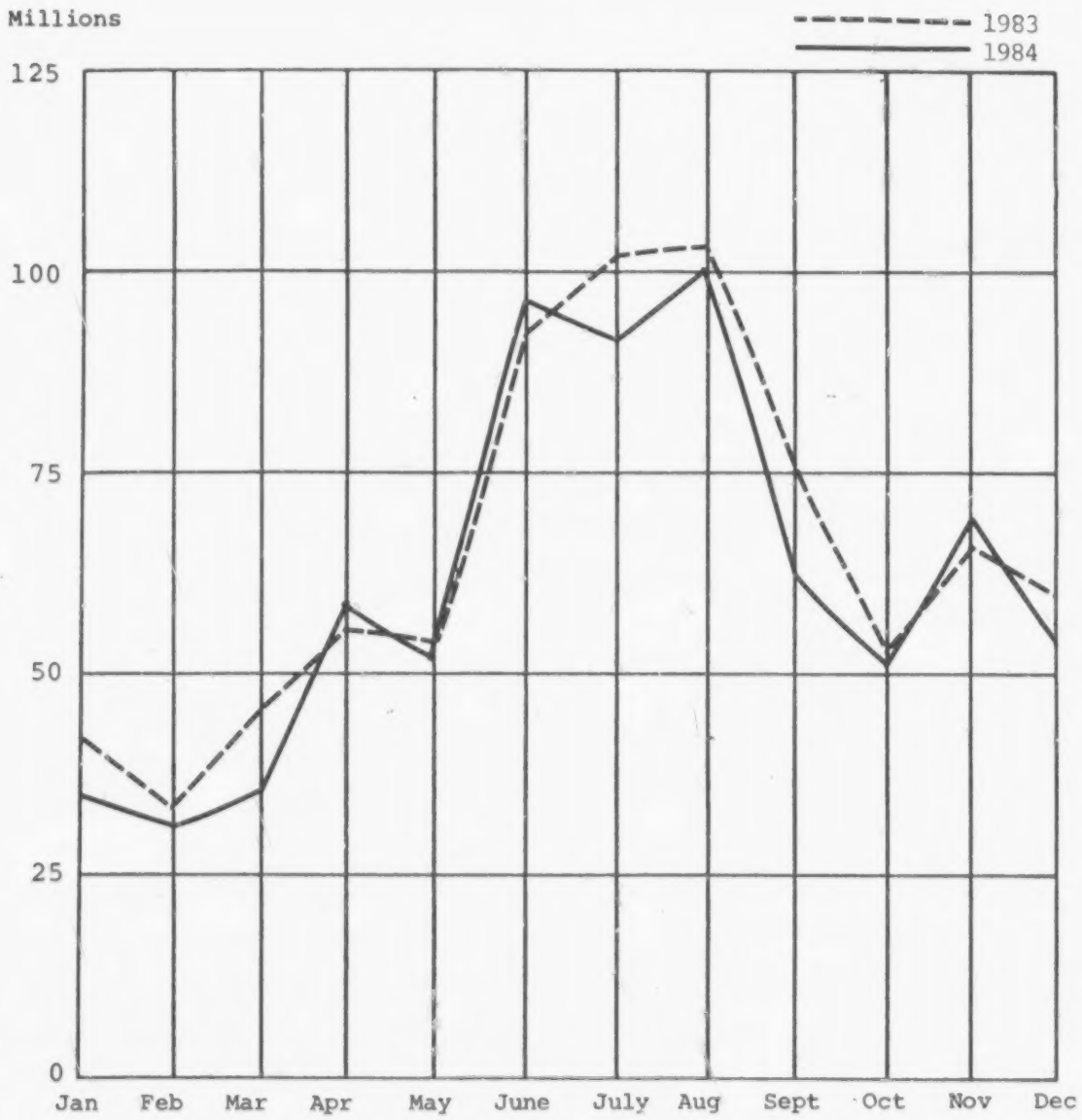
	Pleasure		Business/Convention	
	1984	1983	1984	1983
Persons/person-trip	2.09	2.12	1.36	1.41
Miles/person-trip*	810	820	950	980
Nights/person-trip	5.6	5.5	4.5	4.0

*Round-trip distance for domestic travel only.

FIGURE 2

PLEASURE PERSON-TRIPS DOWN 7% IN 1984

Number of pleasure person-trips*



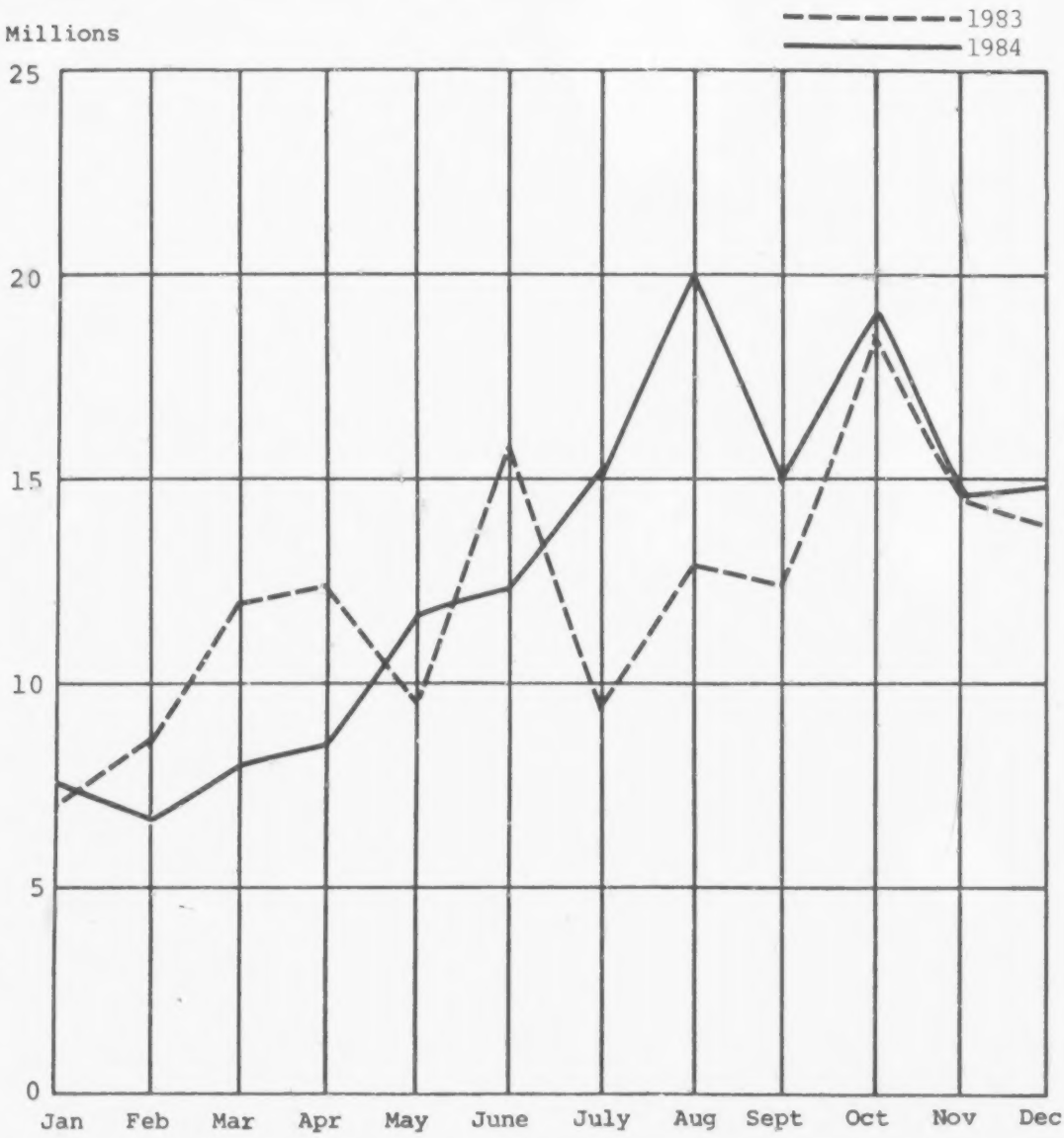
*A pleasure person-trip is one U.S. resident taking a pleasure trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

FIGURE 3

BUSINESS/CONVENTION TRAVEL UP 7% IN 1984

Number of business/convention person-trips*



*A business/convention person-trip is one U.S. resident taking a business or convention trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

As one might suspect, business/convention travelers are less likely to travel in groups than are pleasure travelers. This continued to be true during 1984 as 52 percent of all business/convention person-trips were taken by parties of one. On the other hand, only 16 percent of all pleasure person-trips were taken solo (Tables 4E and 5E).

The larger travel parties of pleasure travelers are related to their greater incidence of taking children along. Forty-five percent of pleasure person-trips included children, nearly the same percentage as in 1983. Not surprisingly, only 12 percent of business travelers took children on the trip (Tables 4E and 5E).

Business/convention travelers combined somewhat more vacation trips with necessary business travel than in 1983. Thirteen percent of all business/convention travel was also considered vacation travel, compared to nine percent the year before. The percentage of pleasure travelers classifing their trip as a vacation increased from the previous year and accounted for 84 percent of 1984 pleasure travel (Tables 4C and 5C).

With nearly half of all pleasure travelers visiting friends and relatives as their primary trip purpose, it is understandable that 49 percent reported nights in friends or relatives homes, while only 19 percent of business/convention travelers reported such use. There was a much greater propensity for business travelers to stay in commercial lodging facilities, (69 percent) than pleasure travelers (36 percent) (Tables 4B and 5B).

Most pleasure and business/convention travel was taken by personal motor vehicle, 83 percent and 58 percent, respectively. The proportion of business travel taken by air decreased from 42 percent in 1983 to 37 percent in 1984. On the other hand, there was an increase in the proportion of business/convention travel by personal motor vehicle (Tables 4A and 5A).

Travel-related services asked about in the survey were used substantially more by business/convention travelers than by those on pleasure trips. Twenty-seven percent of all business/convention person-trips involved consultation with a travel agent, as compared to only 10 percent of all pleasure person-trips. Similarly, 19 percent of all business/convention travelers rented a car, while only five percent of pleasure travelers did so in 1984 (Tables 4D and 5D).

The South remained the number one destination choice among both pleasure and business/convention travelers, receiving 24 percent and 25 percent of such travelers, respectively. The Great Lakes Country, Far West and Frontier West regions were also popular as destinations among both types of travelers this year (Tables 4F and 5F).

The Great Lakes Country region produced over one-quarter of all pleasure travelers in 1984, followed by The South region (20 percent). The greatest number of business/convention travelers was generated by The South and Great Lakes Country regions--each region producing 21 percent of the total (Tables 4H and 5H).

The type of area visited, however, was strongly related to purpose of trip. Large cities hosted 43 percent of all business/convention travelers during 1984, compared to only 26 percent of pleasure travelers, who showed a continuing preference for rural areas of the country. Thirty-nine percent of all pleasure person-trips were destined to such areas. As origins, large cities produced the greatest number of both pleasure and business/convention travelers (Tables 4I and 5I).

Demographics of Pleasure and Business/Convention Travelers

Business/convention travelers are different demographically from pleasure travelers in a number of ways as shown in Table J. Slightly over one-half of all business/convention travelers are college-educated, compared to 35 percent of pleasure travelers. Understandably, business travelers are also more likely to be employed in professional/managerial occupations, and likewise show substantially higher incomes.

Business travelers are also more likely than pleasure travelers to be male, married, and own their homes. Over 80 percent of them are clustered between 25 and 64 years of age.

Residents of all of the regions showed an average propensity to take either business/convention or pleasure trips of at least 200 round-trip miles.

Vacation Travel

Vacation travel rose seven percent in 1984 from 1983, primarily due to a strong growth pattern for the first half of the year as indicated in Figure 4. In all, 333 million trips and 690 million person-trips were recorded for vacation during the year (Tables 1A and 1B).

Vacation travelers were not inclined to travel quite as far nor spend as many nights away from home as they did last year, resulting in smaller increases in vacation person-nights and vacation person-miles (Tables 6A and 6B).

Table J
Demographic Characteristics of Pleasure and Business/Convention Travelers, 1984

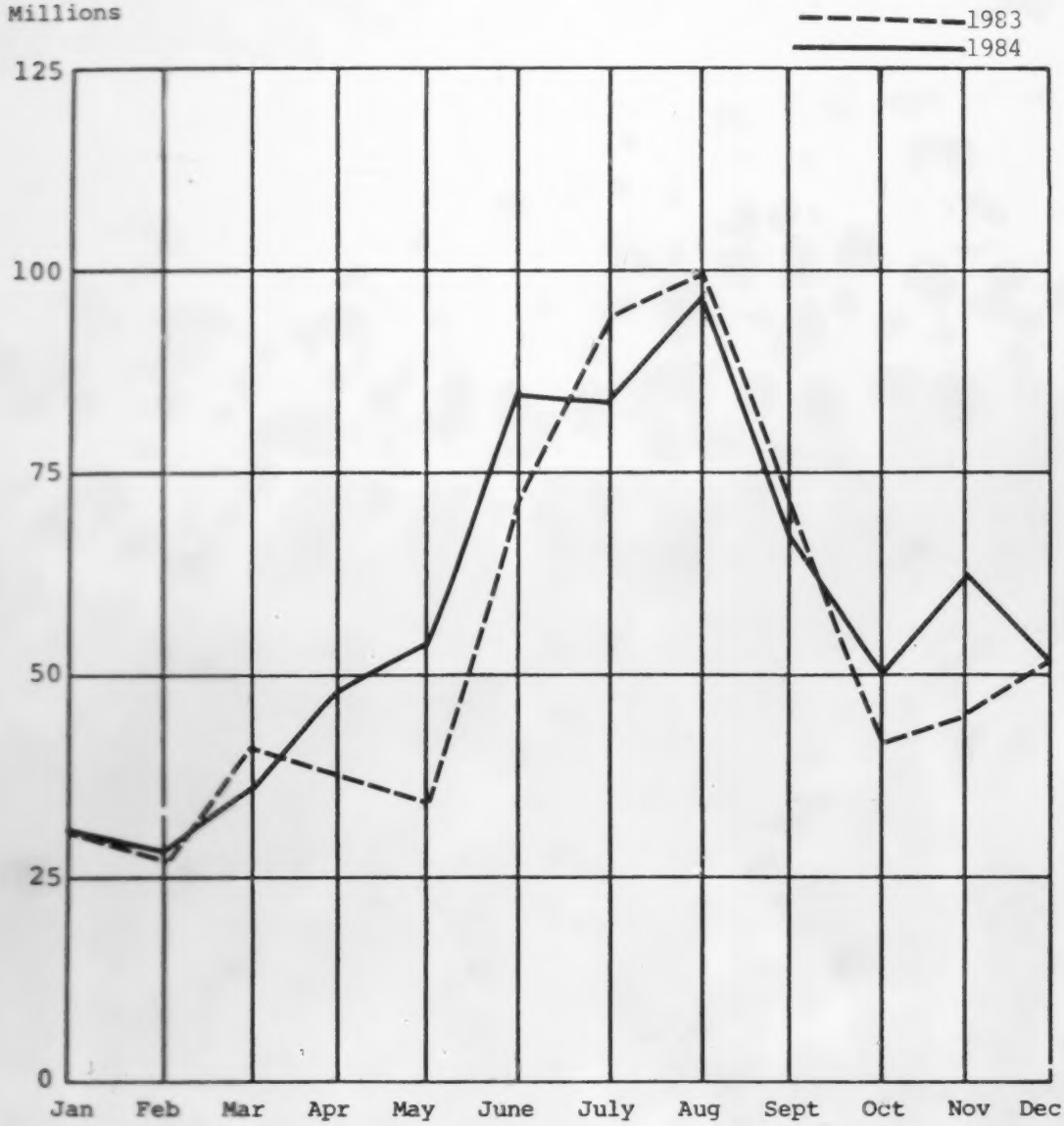
	Total Travelers	Pleasure Travelers	Business/ Convention Travelers
INDIVIDUAL CHARACTERISTICS*			
Male	53%	50%	68%
Female	47	50	31
Married	65	64	67
Single/never married	22	23	21
18-24 years	14	15	9
25-44 years	47	45	54
45-64 years	29	27	31
65 years and over	10	12	5
College complete or more	38	35	51
Graduate work	15	13	23
Total white collar	50	45	68
Professional/managerial	19	17	26
Blue collar	16	16	15
HOUSEHOLD CHARACTERISTICS*			
Two persons or less	51	51	52
Three persons or more	49	49	47
Children in household	36	37	37
Two or more wage earners	48	45	55
Own home	72	71	74
$30,000 or more annual family income	48	44	64
$40,000 or more annual family income	29	25	45
Own major credit cards	74	72	81
REGION OF RESIDENCE			
New England	4	5	4
Eastern Gateway	8	8	8
George Washington Country	9	10	10
The South	20	20	21
Great Lakes Country	23	23	22
Mountain West	5	5	6
Frontier West	16	15	16
Far West	14	14	12

* Adjusted for non-response.

FIGURE 4

VACATION TRAVEL UP 7% IN 1984

Number of vacation person-trips*



*A vacation person-trip is one U.S. resident taking a vacation trip to a place 100 miles or more away from home

Source: U.S. Travel Data Center

Table K: Characteristics of the Average Vacation Person-trip, 1984 and 1983

	1984	1983
Persons/person-trip	2.07	2.09
Miles/person-trip*	850	900
Nights/person-trip	5.9	6.2

*Round-trip distance for domestic travel only

By its nature, vacation travel is usually longer in both distance and duration than other types of travel. Nearly one-quarter of all vacation travelers during the year took trips which involved 1,000 or more straight-line, round-trip miles, and another nine percent traveled to destinations outside the U.S. In addition, 52 percent showed durations of four nights or more, compared to 44 percent for all travel (Tables 6A and 6B).

Vacationers this year were somewhat more inclined to travel by personal motor vehicles than in 1983, reporting 81 percent of all person-trips by these modes. The percentage of vacation person-trips involving air transportation fell slightly from 17 percent in 1983 to 15 percent in 1984 (Table 6A).

As one might suspect, there is considerable overlap between pleasure and vacation travel. Eighty-nine percent of all vacation person-trips were taken for pleasure. During the year, "other pleasure" travel for outdoor recreation, sightseeing and entertainment, was the most popular reason for taking a vacation trip, accounting for 47 percent of all vacation person-trips. Vacation travel to visit friends and relatives accounted for 42 percent of the total (Table 6C).

Vacation travelers reported the homes of friends and relatives as their most preferred type of overnight accommodations (46 percent). Thirty-nine percent of all vacation person-trips included nights spent in hotels, motels or motor hotels, about the same percentage as one year ago (Table 6B).

Like pleasure travel, vacation trips usually consist of larger travel parties. In 1984, 28 percent all vacation person-trips were taken by parties of four or more, compared to 24 percent for total travel. In addition, 42 percent included children (Table 6E).

The South maintained its popularity this year as the preferred destination spot for vacation travel, receiving 24 percent of all vacation person-trips, nearly the same as one year before. Of the four regions reporting growth over last year, the Eastern Gateway ranked the highest followed by the Great Lakes Country region. By area, rural parts of the country received the greatest share of vacation travelers, while large cities were visited the least (Table 6G and 6I).

The Great Lakes Country region was the largest producer of vacation travel (25 percent), followed by The South (19 percent). Large metropolitan areas generated more vacation travel than other areas, followed by small cities (Table 6G and 6I).

Demographics of Vacation Travelers

Table L indicates that vacation travelers are very similar to total travelers in terms of individual and household characteristics. Like travelers overall, vacation travelers are younger, better educated, and more affluent than the public in general. Also, there is a tendency for vacation travelers to live in slightly smaller households and to have more than one wage earner.

Compared to its proportion of the population, residents of the Great Lakes Country, Frontier West, Mountain West, and Far West regions were more likely to take vacation trips during 1984, while those living in the Eastern Gateway, George Washington Country, and The South regions took a smaller percentage of vacation travel than their share of the population would suggest.

Weekend Travel

Americans took 211 million trips and 435 million person-trips over weekends during 1984, down six percent and ten percent, respectively, from 1983. On the average, 16 million adults took weekend trips during each month of the year (Tables 1A and 1B).

Figure 5 shows that weekend travel only exceeded the 1983 level in October, while it was consistently below year-earlier levels for the other eleven months of the year.

In general, trip characteristics of weekend travel showed less variation in the yearly comparison than those of other types of travel. Weekend travel parties were smaller than in 1983, but, as indicated in the chart below, miles and nights per trip increased over the previous year (Tables 7A and 7B).

Weekend travel tends to cover fewer round-trip miles than other types of travel. In 1984, more than half of all weekend person-trips were taken within 400 straight-line, round-trip miles from home, while only 10 percent covered distances of 1,000 miles or more. In addition, most weekend trips had durations of two to three nights (64 percent), while an additional 19 percent included durations of one night or less (Table 7A and 7B).

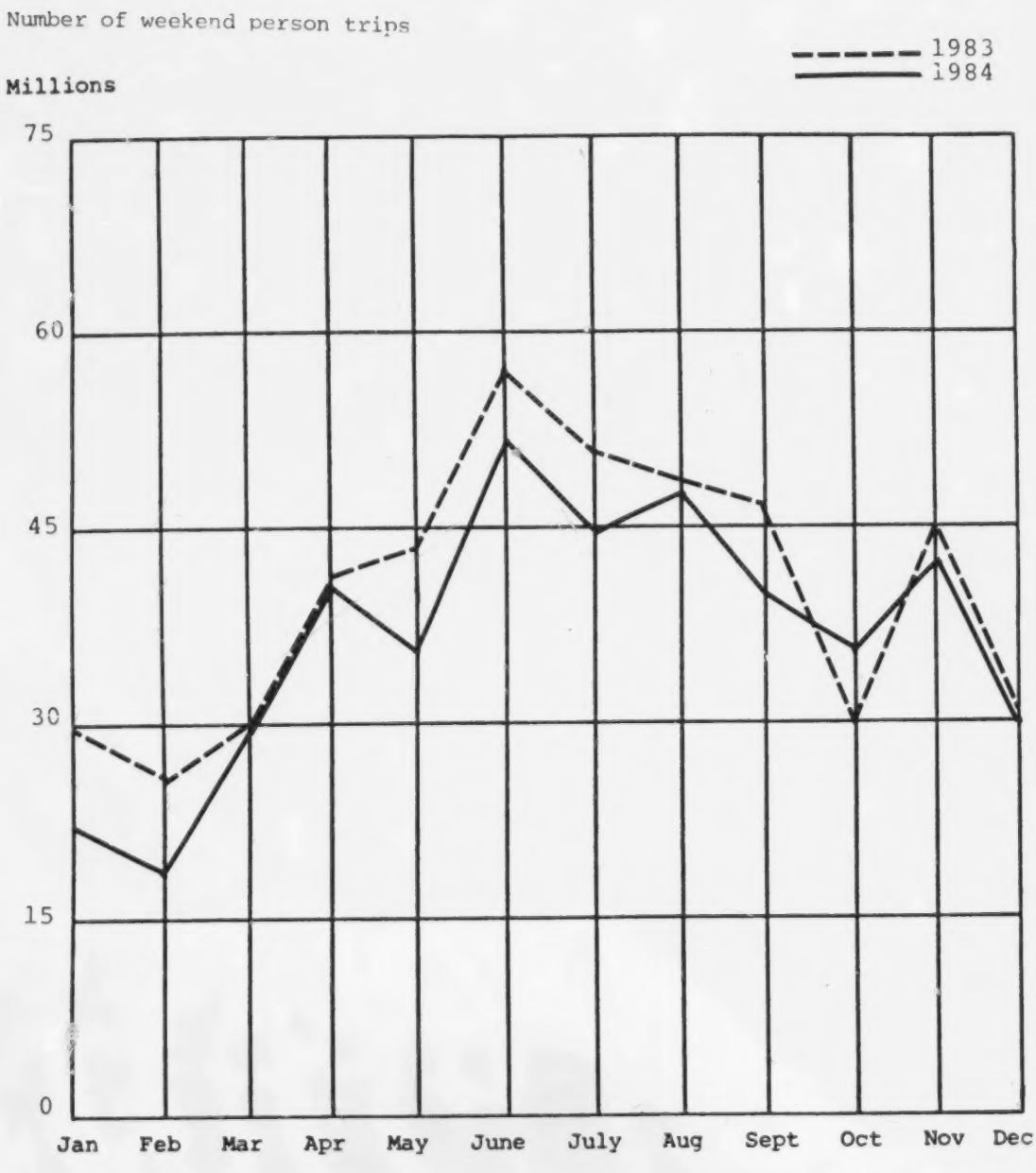
Table L
Demographic Characteristics of Vacation Travelers, 1984

	Total Travelers	Vacation Travelers
INDIVIDUAL CHARACTERISTICS*		
Male	53%	48%
Female	47	52
Married	65	63
Single/never married	22	23
18-24 years	14	16
25-44 years	47	44
45-64 years	29	28
65 years and over	10	12
College complete or more	38	36
Graduate work	15	14
Total white collar	50	45
Professional/managerial	19	17
Blue collar	16	15
HOUSEHOLD CHARACTERISTICS*		
Two persons or less	51	52
Three persons or more	49	47
Children in household	36	35
Two or more wage earners	48	46
Own home	72	72
$30,000 or more annual family income	48	45
$40,000 or more annual family income	29	27
Own major credit cards	74	73
REGION OF RESIDENCE		
New England	4	6
Eastern Gateway	8	9
George Washington Country	9	9
The South	20	19
Great Lakes Country	23	23
Mountain West	5	6
Frontier West	16	15
Far West	14	14

* Adjusted for non-response.

FIGURE 5

WEEKEND TRAVEL DOWN 10% IN 1984



*A weekend person-trip is one U.S. resident taking a weekend trip to a place 100 miles or more away from home.

Table M: Characteristics of the Average Weekend Person-trip, 1984 and 1983

	1984	1983
Persons/person-trip	2.06	2.15
Miles/person-trip*	550	540
Nights/person-trip	2.5	2.3

*Round-trip distance for domestic travel only.

Forty-three percent of all weekend person-trips included children, two percentage points less than in 1983. In addition, there was an increase in the proportion of one to three person travel parties, but a corresponding decline in weekend travel parties of five or more persons (Table 7E).

Not surprisingly, the vast majority of weekend travel occurred by personal motor vehicles. Ninety percent of all weekend travelers reported using an automobile, truck or recreational vehicle, while seven percent traveled by air (Table 7A).

In addition to taking short trips and traveling mainly by personal motor vehicles, the weekend traveler was most likely to be visiting friends and relatives. Forty-six percent of all weekend person-trips were taken to visit friends and relatives, and 36 percent were "other pleasure" trips. Traveling over the weekend for personal or family business accounted for 13 percent of the total (Table 7C).

Not surprisingly, more than half of all weekend travelers reported staying with friends and relatives. Use of hotels, motels or motor courts comprised 36 percent, while other facilities accounted for 13 percent of the total. The proportion of weekend travelers in each type of lodging changed little from the previous year (Table 7B).

Weekend travelers again this year made minimal use of the travel-related services identified in this study. Only four percent of these travelers consulted a travel agent while arranging their trip, and three percent reported renting a car for weekend travel (Table 7D).

The Great Lakes Country and The South regions received nearly the same percent share of all weekend travelers in 1984. The Eastern Gateway and Great Lakes Country regions were the only regions to show growth in the number of weekend travelers. Rural areas were visited by 41 percent of these travelers (Tables 7G and 7I).

The Great Lakes Country (27 percent) and The South (19 percent) regions were the leading producers of weekend travel during the year. However, the Eastern Gateway region was the only region originating more weekend travelers from the previous year. Most of these travelers originated from large cities (46 percent) while small cities and rural areas produced 35 percent and 18 percent, respectively (Table 7H and 7I).

Demographics of Weekend Travelers

Weekend travelers are the youngest of all traveler groups considered in this report. They are somewhat more likely to live in larger households and to have children than travelers in general. The reported incomes and degree of education of weekend travelers do not vary much from all travelers, but a greater percentage have two or more wage earners in the household.

Regionally, weekend travelers do not differ significantly from travelers overall. During 1984, residents of the Great Lakes Country region increased their weekend travel relative to their proportion of the population, while those living in the Eastern Gateway region took fewer weekend trips of at least 200 round-trip miles than their population share would suggest.

Table N
Demographic Characteristics of Weekend Travelers, 1984

	Total Travelers	Weekend Travelers
INDIVIDUAL CHARACTERISTICS*		
Male	53%	54%
Female	47	46
Married	65	63
Single/never married	22	25
18-24 years	14	15
25-44 years	47	51
45-64 years	29	27
65 years and over	10	7
College complete or more	38	36
Graduate work	15	14
Total white collar	50	51
Professional/managerial	19	19
Blue collar	16	19
HOUSEHOLD CHARACTERISTICS*		
Two persons or less	51	49
Three persons or more	49	52
Children in household	36	38
Two or more wage earners	48	52
Own home	72	72
$30,000 or more annual family income	48	48
$40,000 or more annual family income	29	29
Own major credit cards	74	73
REGION OF RESIDENCE		
New England	4	5
Eastern Gateway	8	8
George Washington Country	9	9
The South	20	20
Great Lakes Country	23	24
Mountain West	5	5
Frontier West	16	16
Far West	14	13

* Adjusted for non-response.

APPENDICES

APPENDIX A

TABLES OF RESULTS

Table 1A: Monthly Average Number and Percent of U.S. Adults Taking Trips, by Major Trip Characteristics, Full Year, 1984 and 1983

Trip Characteristics	U.S. Adults (Millions) 1984	U.S. Adults (Millions) 1983	Percent of U.S. Adults 1984	Percent of U.S. Adults 1983
Total Population	172.2	169.7	100%	100%
Took one or more trips	40.7	40.7	24	24
Purpose of trip				
Visit friends/relatives	14.3	15.2	8	9
Other pleasure	13.2	14.6	8	9
Business/convention	7.3	6.4	4	4
Mode of transport				
Auto/truck/RV	29.6	31.5	17	19
Air	7.6	7.6	4	5
Vacation trip	24.5	24.2	14	14
Weekend trip	15.5	17.8	9	10

Source: U.S. Travel Data Center

Table 1B: Number of Trips and Person-trips for Major Trip Characteristics, Full Year, 1984 and 1983

Trip Characteristics	Trips (millions) 1984	Trips (millions) 1983	Person-trips (millions) 1984	Person-trips (millions) 1983
All trips	528.2	540.9	1,012.0	1,057.8
Purpose of trip				
Visit friends and relatives	180.3	181.9	384.5	384.6
Other pleasure	170.4	189.6	349.7	401.4
Business/convention	114.5	103.6	156.1	146.4
Modes of transport				
Auto/truck/RV	380.9	396.1	794.0	839.8
Air	118.8	116.2	174.5	174.2
Vacation trip	333.3	307.8	689.6	642.3
Weekend trip	211.4	225.5	434.9	485.0

Source: U.S. Travel Data Center

Table 1C: Percent Distribution of TOTAL Trips and Person-trips by Round-trip Distance and Mode of Transport, Full Year, 1984 and 1983

	Percent of Trips		Percent of Person-trips	
Trip Distance	1984	1983	1984	1983
200-299 miles	21%	22%	22%	23%
300-399 miles	15	15	16	16
400-599 miles	18	17	20	17
600-999 miles	14	14	14	14
1,000-1,999 miles	14	14	13	13
2,000 miles or more	10	10	8	9
Outside Contiguous U.S.	8	8	8	7
Total	100%	100%	100%	100%
Average distance (miles)*	890	820	830	770
Mode of Transportation				
Auto/truck/RV	72%	73%	78%	79%
Airplane	22	21	17	16
Bus	3	3	2	3
Train	1	1	1	1
Other	1	1	1	1
Total	100%	100%	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips,
1,012.0 million person-trips;

Full Year, 1983 - 540.9 million trips,
1,057.8 million person-trips.

Table 1D: Percent Distribution of TOTAL Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1984 and 1983

	Percent of Trips		Percent of Person-trips	
Trip Duration	1984	1983	1984	1983
No nights	6%	8%	6%	8%
One night	12	13	12	12
2 to 3 nights	37	37	38	38
4 to 9 nights	31	30	32	29
10 nights or more	13	12	12	12
Total	100%	100%	100%	100%
Average duration (nights)	5.3	5.0	5.2	5.1
Type of Lodging				
Home of friends /relatives	42%	41%	44%	43%
Hotel/motel/motor hotel	44	41	40	38
Rented cabin/condo./ vacation home	3	3	3	3
Owned cabin/condo./ vacation home	3	3	3	3
Camper/RV/tent	4	5	5	6
Other	3	3	2	3
No nights	6	8	6	8

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips, 1,012.0 million person-trips;

Full Year, 1983 - 540.9 million trips, 1,012.0 million person-trips.

Table 1E: Percent Distribution of TOTAL Trips and Person-trips by Purpose and Type of Trip, Full Year, 1984 and 1983

Purpose of Trip	Percent of Trips		Percent of Person-trips	
	1984	1983	1984	1983
Visit friends/relatives	34%	34%	38%	36%
Other pleasure	32	35	35	38
Business/convention	22	19	15	14
Other	12	13	13	13
Total	100%	100%	100%	100%
Vacation or Other Trip				
Vacation trip	63%	57%	68%	61%
Not a Vacation trip	36	43	31	39
Total	100%	100%	100%	100%
Weekend or Other Trip				
Weekend trip	40%	42%	43%	46%
Not a weekend trip	59	58	56	54
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips,
1,012.0 million person-trips;

Full Year, 1983 - 540.9 million trips,
1,057.8 million person-trip.

Table 1F: Percent Distribution of TOTAL Trips and Person-trips by Travel-Related Services, Full Year, 1984 and 1983

Travel Related Services	Percent of Trips		Percent of Person-trips	
	1984	1983	1984	1983
Car Rental				
Rented a car	9%	9%	7%	8%
Did not rent a car	91	91	92	92
Package Tour				
Was a package tour	8%	8%	6%	6%
Was not a package tour	92	92	94	94
Travel Agent				
Consulted agent	14%	15%	11%	12%
Used for reservations	11	11	8	8
Not used for reservations	3	3	3	3
Didn't consult agent	86	86	89	88

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips, 1,012.0 million person-trips;

Full Year, 1982 - 540.9 million trips, 1,057.8 million person-trips.

Table 1G: Percent Distribution of TOTAL Trips and Person-trips by Travel Party Size and Structure, Full Year, 1984 and 1983

	Percent of Trips		Percent of Person-trips	
	1984	1983	1984	1983
Travel Party Size				
One	43%	44%	22%	23%
Two	36	34	37	36
Three	11	10	17	16
Four	7	7	14	15
Five or more	4	4	10	11
Total	100%	100%	100%	100%
Travel Party Structure				
One adult without children	43%	44%	22%	23%
Two or more adults, without children	37	35	41	39
One adult with children	4	5	6	7
Two or more adults with children	16	16	31	32
Total	100%	100%	100%	100%

Note: Details may not to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips, 1,012.0 million person-trips;

Full Year, 1983 - 540.9 million trips, 1,057.8 million person-trips.

Table 1H: Percent Distribution of TOTAL Trips and Person-trips by Family Income and Age, Full Year, 1984 and 1983

Family Income	Percent of Trips 1984	Percent of Trips 1983	Percent of Person-trips 1984	Percent of Person-trips 1983
Less than $10,000	6%	7%	5%	7%
$10,000-$19,999	15	16	15	16
$20,000-$29,999	21	21	23	21
$30,000 or more	43	42	44	42
Not reported	15	14	13	14
Total	100%	100%	100%	100%

Age*	Percent of Person-trips 1984	Percent of Person-trips 1983
Less than 18 years**	19%	19%
18-24 years	12	12
25-34 years	19	20
35-44 years	19	18
45-54 years	13	12
55-64 years	10	11
65 years or older	7	8
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: Full Year, 1984 - 528.2 million trips,
1,012.0 million person-trips;
Full Year, 1983 - 540.9 million trips,
1,057.8 million person-trips.

Table 1I: Percent Distribution of TOTAL Trips and Person-trips by Destination Region, Full Year, 1984 and 1983

Destination Region	Percent of Trips		Percent of Person-trips	
	1984	1983	1984	1983
New England	4%	4%	3%	4%
Eastern Gateway	7	7	7	6
George Washington Country	9	9	9	9
The South	23	23	24	23
Great Lakes Country	17	15	18	16
Mountain West	5	5	5	5
Frontier West	14	16	14	16
Far West	14	15	13	15
Outside U.S.	7	6	6	6
Total	100%	100%	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips, 1,012.0 million person-trips;

Full Year, 1983 - 540.9 million trips, 1,057.8 million person-trips.

Table 1J: Percent Distribution of TOTAL Trips and Person-trips by Region of Trips Origin, Full Year, 1984 and 1983

Origin Region	Percent of Trips		Percent of Person-trips	
	1984	1983	1984	1983
New England	4%	5%	4%	5%
Eastern Gateway	9	9	9	9
George Washington Country	9	10	9	10
The South	19	20	20	20
Great Lakes Country	24	20	24	21
Mountain West	5	5	5	6
Frontier West	16	17	16	16
Far West	13	14	14	14
Total	100%	100%	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips,
1,012.0 million person-trips;

Full Year, 1983 - 540.9 million trips,
1,057.8 million person-trips.

Table 1K: Percent of Distribution of TOTAL Trips and Person-trips by Area of Destination and Residence, Full Year, 1984 and 1983

	Percent of Trips		Percent of Person-trips	
	1984	1983	1984	1983
Destination Area				
Large MSA	30%	28%	28%	25%
Small MSA	31	32	31	31
Not an MSA	31	35	35	38
Outside U.S.	7	6	6	6
Total	100%	100%	100%	100%
Area of Residence				
Large MSA	46	35	45	33
Small MSA	35	37	35	37
Not an MSA	18	28	20	30
Total	100%	100%	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: Full Year, 1984 - 528.2 million trips,
1,012.0 million person-trips;

Full Year, 1983 - 540.9 million trips,
1,057.8 million person-trips.

Table 2A: Percent Distribution of AIR Trips and Person-trips by Round-trip Distance, Full Year, 1984

Trip Distance	Percent of Trips	Percent of Person-trips
200-299 miles	1%	1%
300-399 miles	4	3
400-599 miles	8	7
600-999 miles	14	12
1,000-1,999 miles	25	24
2,000 miles or more	30	33
Outside Contiguous U.S.	19	21
Total	100%	100%
Average distance*	1,770 miles	1,790 miles

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 118.8 million air trips,
174.5 million air person-trips.

Table 2B: Percent Distribution of AIR Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	3%	2%
One night	7	5
2 to 3 nights	25	23
4 to 9 nights	42	45
10 nights or more	23	24
Total	100%	100%
Average duration	7.4 nights	7.9 nights
Type of Lodging		
Home of friends/relatives	35%	37%
Hotel/motel/motor hotel	58	55
Rented cabin/condo./ vacation home	3	4
Owned cabin/condo./ vacation home	2	3
Camper/RV/tent	*	*
Other	3	3
No nights	3	3

* Less than 0.5 percent.
Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 118.8 million air trips,
174.5 million air person-trips.

Table 2C: Percent Distribution of AIR Trips and Person-trips by Purpose and Type of Trip, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	24%	26%
Other pleasure	27	33
Business/convention	42	34
Other	8	9
Total	100%	100%
Vacation or Other Trip		
Vacation trip	51%	61%
Not a Vacation trip	48	38
Total	100%	100%
Weekend or Other Trip		
Weekend trip	18%	19%
Not a weekend trip	81	80
Total	100%	100%

Note: Details may not add to 100% due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 118.8 million air trips.
174.5 million air person-trips.

Table 2D: Percent Distribution of AIR Trips and Person-trips by Travel-Related Services, Full Year, 1984

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	32%	33%
Did not rent a car	68	66
Package Tour		
Was a package tour	16	17
Was not a package tour	84	83
Travel Agent		
Consulted agent	46	48
Used for reservations	37	38
Not used for reservations	9	10
Didn't consult agent	54	52

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 118.8 million air trips,
174.5 million air person-trips.

Table 2E: Percent Distribution of AIR Trips and Person-trips by Travel Party Size and Structure, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	65%	43%
Two	27	37
Three	5	11
Four	2	5
Five or more	1	3
Total	100%	100%
Travel Party Structure		
One adult without children	65%	43%
Two or more adults, without children	25	36
One adult with children	4	7
Two or more adults with children	7	15
Total	100%	100%

Note: Details may not add totals due to rounding.
Source: U.S. Travel Data Center

Base: 118.8 million air trips,
174.5 million air person-trips.

Table 2F: Percent Distribution of AIR Trips and Person-trips by Family Income and Age, Full Year, 1984

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	5%	4%
$10,000-$19,999	9	8
$20,000-$29,999	18	17
$30,000 or more	53	55
Not reported	15	16
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	11%
18-24 years	10
25-34 years	21
35-44 years	23
45-54 years	16
55-64 years	10
65 years or older	9
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 118.8 million air trips,
174.5 million air person-trips.

Table 2G: Percent Distribution of AIR Trips and Person-trips by Destination Region, Full Year, 1984

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	2%
Eastern Gateway	9	9
George Washington Country	6	6
The South	18	19
Great Lakes Country	10	9
Mountain West	5	5
Frontier West	15	14
Far West	19	20
Outside U.S.	15	16
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 118.8 million air trips,
174.5 million air person-trips.

Table 2H: Percent Distribution of AIR Trips and Person-trips by Region of Trip Origin, Full Year, 1984

Origin Region	Percent of Trips	Percent of Person-trips
New England	6%	7%
Eastern Gateway	12	12
George Washington Country	9	9
The South	15	15
Great Lakes Country	20	19
Mountain West	5	4
Frontier West	17	18
Far West	15	15
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 118.8 million air trips.
174.5 million air person-trips.

Table 2I: Percent of Distribution of AIR Trips and Person-trips by Area of Destination and Residence, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Destination Area		
Large MSA	46%	43%
Small MSA	26	27
Not an MSA	14	14
Outside U.S.	15	16
Total	100%	100%
Area of Residence		
Large MSA	62%	63%
Small MSA	29	28
Not an MSA	10	9
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 118.8 million air trips,
174.5 million air person-trips.

Table 3A: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Round-trip Distance, Full Year, 1984

Trip Distance	Percent of Trips	Percent of Person-trips
200-299 miles	27%	27%
300-399 miles	19	19
400-599 miles	20	23
600-999 miles	15	15
1,000-1,999 miles	10	10
2,000 miles or more	4	3
Outside Contiguous U.S.	4	4
Total	100%	100%
Average distance*	630 miles	620 miles

---

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips.
794.0 million auto/truck/RV person-trips.

Table 3B: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	7%	7%
One night	14	13
2 to 3 nights	42	42
4 to 9 nights	28	29
10 nights or more	9	9
Total	100%	100%
Average duration	4.6 nights	4.7 nights
Type of Lodging		
Home of friends/relatives	44%	46%
Hotel/motel/motor hotel	39	37
Rented cabin/condo./ vacation home	3	3
Owned cabin/condo./ vacation home	3	4
Camper/RV/tent	5	6
Other	2	2
No nights	7	7

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips.
794.0 million auto/truck/RV person-trips.

Table 3C: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Purpose and Type of Trip, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Purpose of Trip		
Visit friends/relatives	37%	40%
Other pleasure	35	37
Business/convention	15	11
Other	14	14
Total	100%	100%
Vacation or Other Trip		
Vacation trip	67%	70%
Not a Vacation trip	32	29
Total	100%	100%
Weekend or Other Trip		
Weekend trip	47%	49%
Not a weekend trip	52	50
Total	100%	100%

Note: Details may not add to 100% due to rounding multiple responses.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips.
794.0 million auto/truck/RV person-trips.

Table 3D: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel-Related Services, Full Year, 1984

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	2%	2%
Did not rent a car	98	98
Package Tour		
Was a package tour	3	3
Was not a package tour	97	97
Travel Agent		
Consulted agent	3	3
Used for reservations	2	2
Not used for reservations	1	1
Didn't consult agent	97	97

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips.
794.0 million auto/truck/RV person- trips.

Table 3E: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Travel Party Size and Structure, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	34%	16%
Two	40	38
Three	13	19
Four	8	16
Five or more	5	12
Total	100%	100%
Travel Party Structure		
One adult without children	34%	16%
Two or more adults, without children	40	41
One adult with children	8	14
Two or more adults with children	18	29
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips,
794.0 million auto/truck/RV person-trips.

Table 3F: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Family Income and Age, Full Year, 1984

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	6%	5%
$10,000-$19,999	17	16
$20,000-$29,999	22	24
$30,000 or more	41	42
Not reported	14	13
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	22%
18-24 years	12
25-34 years	19
35-44 years	19
45-54 years	12
55-64 years	10
65 years or older	6
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 380.9 million auto/truck/RV trips,
794.0 million auto/truck/RV person-trips.

Table 3G: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Destination Region, Full Year, 1984

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Eastern Gateway	6	7
George Washington Country	10	9
The South	25	25
Great Lakes Country	20	20
Mountain West	5	6
Frontier West	14	14
Far West	13	12
Outside U.S.	4	4
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips,
794.0 million auto/truck/RV person-trips.

Table 3H: Percent Distribution of AUTO/TRUCK/RV Trips and Person-trips by Region of Trip Origin, Full Year, 1984

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Eastern Gateway	8	8
George Washington Country	9	9
The South	21	20
Great Lakes Country	25	26
Mountain West	5	6
Frontier West	15	15
Far West	13	12
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips.
794.0 million auto/truck/RV person-trips.

Table 31: Percent of Distribution of AUTO/TRUCK/RV Person-trips by Area of Destination and Residence, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Destination Area		
Large MSA	25%	24%
Small MSA	33	32
Not an MSA	38	40
Outside U.S.	4	4
Total	100%	100%
Area of Residence		
Large MSA	41%	41%
Small MSA	37	37
Not an MSA	21	22
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 380.9 million auto/truck/RV trips,
794.0 million auto/truck/RV person-trips.

Table 4A: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Round-trip Distance and Mode of Transportation. Full Year. 1984

	Percent of Trips	Percent of Person-trips
Trip Distance		
200-299 miles	18%	19%
300-399 miles	14	14
400-599 miles	15	16
600-999 miles	17	16
1,000-1,999 miles	17	16
2,000 miles or more	14	13
Outside Contiguous U.S.	6	7
Total	100%	100%
Average distance*	990 miles	950 miles
Mode of Transportation		
Auto/truck/RV	52%	58%
Airplane	43	37
Bus	2	1
Train	1	1
Other	2	2
Total	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 4B: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	8%	8%
One night	18	17
2 to 3 nights	39	39
4 to 9 nights	27	28
10 nights or more	8	9
Total	100%	100%
Average duration	4.6 nights	4.5 nights
Type of Lodging		
Home of friends/relatives	18%	19%
Hotel/motel/motor hotel	70	69
Rented cabin/condo./ vacation home	1	1
Owned cabin/condo./ vacation home	1	2
Camper/RV/tent	1	2
Other	2	2
No nights	8	8

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 4C: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Type of Trip, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	11%	13%
Not a vacation trip	88	86
Total	100%	100%
Weekend or Other Trip		
Weekend trip	16%	19%
Not a weekend trip	83	80
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips.
156.1 million business/convention person-trips.

Table 4D: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Travel-Related Services, Full Year, 1984

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	22%	19%
Did not rent a car	78	81
Package Tour		
Was a package tour	15%	13%
Was not a package tour	85	87
Travel Agent		
Consulted agent	28	27
Used for reservations	24	24
Not used for reservations	4	3
Didn't consult agent	72	73

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 4E: Percent Distribution of BUSINESS/CONVENITON Trips and Person-trips by Travel Party Size and Structure, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	71%	52%
Two	24	36
Three	3	7
Four	1	4
Five or more	*	2
Total	100%	100%
Travel Party Structure		
One adult without children	71%	52%
Two or more adults, without children	22	36
One adult with children	2	4
Two or more adults with children	5	8
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 4F: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Family Income and Age, Full Year, 1984

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	4%	3%
$10,000-$19,999	7	8
$20,000-$29,999	17	16
$30,000 or more	58	60
Not reported	14	13
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	6%
18-24 years	8
25-34 years	25
35-44 years	25
45-54 years	18
55-64 years	13
65 years or older	4
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 4G: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Destination Region, Full Year, 1984

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	3%
Eastern Gateway	8	8
George Washington Country	9	9
The South	23	25
Great Lakes Country	17	17
Mountain West	5	5
Frontier West	16	15
Far West	14	13
Outside U.S.	5	6
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 4H: Percent Distribution of BUSINESS/CONVENTION Trips and Person-trips by Region of Trips Origin, Full Year, 1984

Origin Region	Percent of Trips	Percent of Person-trips
New England	4%	3%
Eastern Gateway	9	9
George Washington Country	11	12
The South	21	21
Great Lakes Country	21	21
Mountain West	5	6
Frontier West	17	17
Far West	12	12
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 4I: Percent of Distribution of BUSINESS/CONVENTION trips and Person-trips by Area of Destination and Residence, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Destination Area		
Large MSA	45%	43%
Small MSA	31	31
Not an MSA	19	20
Outside U.S.	5	6
Total	100%	100%
Area of Residence		
Large MSA	51%	49%
Small MSA	33	32
Not an MSA	17	19
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 114.5 million business/convention trips,
156.1 million business/convention person-trips.

Table 5A: Percent Distribution of PLEASURE Trips and Person-trips by Round-trip Distance and Mode of Transportation, Full Year, 1984

Trip Distance	Percent of Trips	Percent of Person-trips
200-299 miles	21%	21%
300-399 miles	16	16
400-599 miles	20	19
600-999 miles	15	15
1,000-1,999 miles	13	12
2,000 miles or more	7	9
Outside Contiguous U.S.	9	8
Total	100%	100%
Average distance*	860 miles	810 miles
Mode of Transportation		
Auto/truck/RV	79%	83%
Airplane	17	13
Bus	2	2
Train	1	1
Other	1	1
Total	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips,
734.3 million pleasure person-trips.

Table 5B: Percent Distribution of PLEASURE Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	3%	4%
One night	11	10
2 to 3 nights	36	38
4 to 9 nights	34	34
10 nights or more	15	13
Total	100%	100%
Average duration	5.8 nights	5.6 nights
Type of Lodging		
Home of friends/relatives	49%	49%
Hotel/motel/motor hotel	38	36
Rented cabin/condo./ vacation home	4	4
Owned cabin/condo./ vacation home	3	4
Camper/RV/tent	5	6
Other	3	3
No nights	3	4

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips,
734.3 million pleasure person-trips.

Table 5C: Percent Distribution of PLEASURE Trips and Person-trips by Type of Trip, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Vacation or Other Trip		
Vacation trip	84%	84%
Not a Vacation trip	16	16
Total	100%	100%
Weekend or Other Trip		
Weekend trip	47%	48%
Not a weekend trip	52	51
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips.
734.3 million pleasure person-trips.

Table 5D: Percent Distribution of PLEASURE Trips and Person-trips by Travel-Related Services, Full Year, 1984

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	6%	5%
Did not rent a car	94	94
Package Tour		
Was a package tour	5	4
Was not a package tour	94	95
Travel Agent		
Consulted agent	12	10
Used for reservations	9	7
Not used for reservations	3	2
Didn't consult agent	88	90

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips.
734.3 million pleasure air trips.

Table 5E: Percent Distribution of PLEASURE Trips and Person-trips by Travel Party Size and Structure, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	35%	16%
Two	39	37
Three	13	19
Four	9	17
Five or more	5	12
Total	100%	100%
Travel Party Structure		
One adult without children	35%	16%
Two or more adults, without children	37	39
One adult with children	10	14
Two or more adults with children	18	31
Total	100%	100%

Note: Details may not to totals due to rounding.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips,
734.3 million pleasure person-trips.

Table 5F: Percent Distribution of PLEASURE Trips and Person-trips by Family Income and Age, Full Year, 1984

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	5%
$10,000-$19,999	17	16
$20,000-$29,999	23	24
$30,000 or more	41	42
Not reported	12	13
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	22%
18-24 years	12
25-34 years	19
35-44 years	18
45-54 years	12
55-64 years	10
65 years or older	8
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 351.0 million pleasure trips.
734.3 million pleasure person-trips.

Table 5G: Percent Distribution of PLEASURE Trips and Person-trips by Destination Region, Full Year, 1984

Destination Region	Percent of Trips	Percent of Person-trips
New England	3%	4%
Eastern Gateway	7	8
George Washington	10	8
The South	24	24
Great Lakes Country	17	17
Mountain West	6	6
Frontier West	13	14
Far West	13	12
Outside U.S.	7	6
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips.
734.3 million pleasure person-trips.

Table 5H: Percent Distribution of PLEASURE Trips and Person-trips by Region of Trip Origin, Full Year, 1984

Origin Region	Percent of Trips	Percent of Person-trips
New England	5%	4%
Eastern Gateway	9	9
George Washington Country	10	9
The South	20	20
Great Lakes Country	24	25
Mountain West	5	5
Frontier West	15	15
Far West	13	12
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips.
734.3 million pleasure person-trips.

Table 5I: Percent of Distribution of PLEASURE Trips and Person-trips by Area of Destination and Residence, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Destination Area		
Large MSA	26%	26%
Small MSA	30	30
Not an MSA	37	39
Outside U.S.	7	6
Total	100%	100%
Area of Residence		
Large MSA	46%	45%
Small MSA	35	35
Not an MSA	20	20
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 351.0 million pleasure trips,
734.3 million pleasure person-trips.

Table 6A: Percent Distribution of VACATION Trips and Person-trips by Round-trip Distance and Mode of Transport, Full Year 1984

Trip Distance	Percent of Trips	Percent of Person-trips
200-299 miles	18%	19%
300-399 miles	15	15
400-599 miles	19	20
600-999 miles	14	15
1,000-1,999 miles	14	14
2,000 miles or more	10	8
Outside Contiguous U.S.	10	9
Total	100%	100%
Average distance*	900 miles	850 miles
Mode of Transportation		
Auto/truck/RV	77%	81%
Airplane	18	15
Bus	3	2
Train	1	1
Other	1	1
Total	100%	100%

* Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 333.3 million vacation trips,
689.8 million vacation person-trips.

Table 6B: Percent Distribution of VACATION Trips and Person-trips by Duration of Trip and Type of Lodging, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Trip Duration		
No nights	2%	3%
One night	9	8
2 to 3 nights	37	38
4 to 9 nights	37	37
10 nights or more	16	15
Total	100%	100%
Average duration	6.0 nights	5.9 nights
Type of Lodging		
Home of friends/relatives	46%	46%
Hotel/motel/motor hotel	41	39
Rented cabin/condo./ vacation home	4	5
Owned cabin/condo./ vacation home	4	4
Camper/RV/tent	6	7
Other	3	2
No nights	2	3

Note: Details may not add to total due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 333.3 million vacation trips,
689.8 million vacation person-trips.

Table 6C: Percent Distribution of VACATION Trips and Person-trips by Purpose and Type of Trip, Full Year, 1984

Purpose of Trip	Percent of Trips	Percent of Person-trips
Visit friends/relatives	42%	42%
Other pleasure	47	47
Business/convention	3	3
Other	9	9
Total	100%	100%
Weekend or Other Trip		
Weekend trip	46%	47%
Not a weekend trip	53	52
Total	100%	100%

Note: Details may not add to totals due to rounding or multiple responses.
Source: U.S. Travel Data Center

Base: 333.3 million vacation trips.
689.8 million vacation person-trips.

Table 6D: Percent Distribution of VACATION Trips and Person-trips by Travel-Related Services, Full Year, 1984

Travel-Related Services	Percent of Trips	Percent of Person-trips
Car Rental		
Rented a car	6%	6%
Did not rent a car	93	94
Package Tour		
Was a package tour	6	5
Was not a package tour	93	94
Travel Agent		
Consulted agent	13	12
Used for reservations	10	9
Not used for reservations	3	3
Didn't consult agent	87	88

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 333.3 million vacation trips,
689.8 million vacation person-trips.

Table 6E: Percent Distribution of VACATION Trips and Person-trips by Travel Party Size and Structure, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Travel Party Size		
One	35%	17%
Two	40	38
Three	12	18
Four	8	16
Five or more	5	12
Total	100%	100%
Travel Party Structure		
One adult without children	34%	16%
Two or more adults, without children	41	42
One adult with children	9	13
Two or more adults with children	16	29
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S Travel Data Center

Base: 333.3 million vacation trips,
689.8 million vacation person-trips.

Table 6F: Percent Distribution of VACATION Trips and Person-trips by Family Income and Age, Full Year, 1984

Family Income	Percent of Trips	Percent of Person-trips
Less than $10,000	7%	5%
$10,000-$19,999	18	16
$20,000-$29,999	22	23
$30,000 or more	40	43
Not reported	13	13
Total	100%	100%

Age*	Percent of Person-trips
Less than 18 years**	22%
18-24 years	12
25-34 years	18
35-44 years	18
45-54 years	12
55-64 years	10
65 years or older	8
Total	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

* This is the age of each traveler on the trip and, therefore, is appropriate on the person-trip level only.
** Does not include those under 18 traveling alone.

Base: 333.3 million vacation trips,
689.8 million vacation person-trips.

Table 6G: Percent Distribution of VACATION Trips and Person-trips by Destination Region, Full Year, 1984

Destination Region	Percent of Trips	Percent of Person-trips
New England	4%	4%
Eastern Gateway	7	7
George Washington Country	8	8
The South	24	24
Great Lakes Country	16	16
Mountain West	5	5
Frontier West	12	13
Far West	16	16
Outside U.S.	8	7
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 333.3 million vacation trips.
689.8 million vacation person-trips.

Table 6H: Percent Distribution of VACATION Trips and Person-trips by Region of Trip Origin, Full Year, 1984

Origin Region	Percent of Trips	Percent of Person-trips
New England	5%	5%
Eastern Gateway	9	9
George Washington Country	9	9
The South	19	19
Great Lakes Country	24	25
Mountain West	5	6
Frontier West	15	15
Far West	13	13
Total	100%	100%

Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 333.3 million vacation trips.
689.8 million vacation person-trips.

Table 6I: Percent of Distribution of VACATION Trips and Person-trips by Area of Destination and Residence, Full Year, 1984

	Percent of Trips	Percent of Person-trips
Destination Area		
Large MSA	26%	25%
Small MSA	30	29
Not an MSA	36	39
Outside U.S.	8	7
Total	100%	100%
Area of Residence		
Large MSA	46%	45%
Small MSA	35	35
Not an MSA	18	18
Total	100%	100%

Note: Details may not add to totals due to rounding.
Source: U.S. Travel Data Center

Base: 333.3 million vacation trips,
689.8 million vacation person-trips.

Table 7A: Percent Distribution of WEEKEND Trips and Person-trips by Round-trip Distance and Mode of Transport, Full Year, 1984

Trip Distance	Percent of Trips	Percent of Person-trips
200-299 miles	27%	29%
300-399 miles	22	22
400-599 miles	24	16
600-999 miles	14	21
1,000-1,999 miles	7	6
2,000 miles or more	4	4
Outside Contiguous U.S.	3	3
Total	100%	100%
Average distance**	580 miles	550 miles
Mode of Transportation		
Auto/truck/RV	86%	90%
Airplane	10	7
Bus	2	1
Train	1	*
Other	1	1
Total	100%	100%

*Less than 0.5 percent
** Round-trip straight-line distance for domestic travel only.
Note: Details may not add to total due to rounding.
Source: U.S. Travel Data Center

Base: 211.4 million weekend trips.
434.9 million weekend person-trips.